

Module code	FSM715	Level	7
Module title	Fashion Storytelling, Communication and Community		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MA International Fashion Marketing		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips	Yes. The University will cover all associated entrance fees, but students will be responsible for their own travel costs to and from events and within the greater London area.		
Additional costs	Yes. Museum and gallery trips; studio visits and occasional events. The University will cover all associated fees, but students will be responsible for their own travel costs to and from events and within the greater London area.		
Content notes	None		

1. Module description

This module explores how fashion brands strategically construct and communicate meaning across platforms and consumer touchpoints to achieve competitive advantage in the global marketplace. You will examine how Integrated Marketing Communications (IMC) shapes coherent brand narratives across international markets, and how fashion communications drive global storytelling, reputation management and cross-cultural engagement. Central to the module is the PESO model (Paid, Earned, Shared and Owned media), used as a strategic framework for planning, integrating and distributing fashion communications.

You will study how contemporary fashion PR orchestrates complex, coded exchanges across territories to prevent fragmented messaging, cultural misalignment or “vampire creativity”, where campaigns or celebrity partners overshadow the brand itself. Rather than simply selecting tools, the module emphasises the rationale and objectives behind channel-specific and personalised content designed to deliver the intended brand message and make the campaign as critical to success as the fashion product itself. The module also outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making to implementation of plans, and how global audiences engage with fashion through different platforms, values and aesthetic codes; across international editorial landscapes, regional influencer and creator economies, global fashion weeks and culturally specific brand activations.

While KPIs and audience analytics are used to evaluate performance, equal emphasis is placed on creative and cultural judgement: translating global strategy into locally resonant narratives, choosing appropriate regional channels and collaborators, and applying persuasion principles across Western and non-Western markets. Ultimately you will gain confidence to design strategic, culturally literate and sensitive international fashion communication campaigns.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Communication (MLO 5): Demonstrate through persuasive and authoritative communication skills, either orally and/or in writing, the challenges faced by fashion brands operating across multi-cultural and international markets, detailing contexts of aspirations, digital media fragmentation and methods used to strengthen strategic global brand equity and long-term market positioning.

Digital Data and Tools (MLO 6): Appraise and utilise appropriate digital tools to analyse and evaluate complex data across international markets through a professional, ethical and social lens.

Discipline Skills (MLO 8): Employ and integrate advanced discipline-specific knowledge, selected techniques and appropriate fashion marketing tools, frameworks and theories, to demonstrate strategic problem-solving and execution of realistic ideas in international fashion marketing.

Human and Environmental Impact (MLO 10): Evaluate the impact caused by organisations through persuasive and/or motivational fashion narrative potentially causing harm to the environment, community and people, and assess what could be done to strategically mitigate damage and contribute to sustainable short or longterm solutions.

3. Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy combines micro-lectures, workshops, and tutorials to develop students' understanding of fashion marketing communications within a global and culturally informed context. Micro-lectures introduce key theories and discipline-specific practices, including campaign planning and marketing analytics. Students will explore core digital performance metrics such as impressions, reach, click-through rates (CTR), engagement rates, video completion rates, and watch time to evaluate campaign effectiveness across social and digital platforms. Workshops incorporate case studies that examine brand messaging, cultural relevance, and global audience engagement, enabling students to critically analyse how communication strategies respond to diverse cultural perspectives and international fashion markets. These sessions emphasise the application of theoretical concepts to real-world scenarios and support the development of analytical and strategic decision-making skills. Learning is further extended through asynchronous

online activities that promote independent research and critical reflection. External visits and industry guest speakers are integrated to enhance professional awareness and provide valuable industry insights.

All module materials will be made available via the University's Virtual Learning Environment (VLE), including structured learning activities, industry reports, academic readings, key databases, contemporary media articles, selected books, and peer-reviewed journals. Assessments are designed to encourage students to critically reflect on fashion communication theory alongside current industry practices. Students will be introduced to a range of digital touchpoints including social media, web platforms, content ecosystems, interactive and immersive experiences, and emerging AI features alongside physical and experiential elements such as retail environments, pop-ups, and activations. Consideration will also be given to strategic partnerships, creators, and technology integration where relevant to contemporary fashion communication practice.

Learning hours	
Directed learning	48 hours
Workshops/seminars	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Individual Report

Weight (%): 40%

Word Count or Equivalent: 2,500 words or presentation time of maximum 10 minutes equivalent +/-10%.

You will analyse the fashion communications of an established Western fashion brand, or retailer, and conduct an audit of its marketing environment. This should consider cultural and media factors influencing its communications with global consumers.

Assessment component 2: Group project

Weight (%): 60%

Word Count or Equivalent: 2,500 words or presentation time of maximum 15 minutes equivalent +/-10%.

Working in small groups, using the same brand as Assessment 1, you will design a communications strategy to attract consumers from a non-Western, overseas market to engage with, purchase from, and advocate for the brand. The campaign must show how PR, storytelling, creator/collaborator partnerships and/or media strategy will stimulate international demand across cross-border e-commerce, global media platforms, and experiential retail touchpoints (such as pop-ups, airport retail, or culturally adapted in-store activations). Highlight any risks and explore the interrelationship between strategy, cultural insights and corporate responsibility.

Allocation of marks for group work will be specified in the module assignment brief and will reflect individual contributions as well as professionalism within team work.

Mapping of assessment tasks:

Assessment components	MLO5	MLO6	MLO8	MLO10
Individual report		x	x	
Group project	x	x		x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Aaker, D. and McLoughlin, D. (2010) Strategic market management: global perspectives. Chichester, John Wiley.

Bartlett, D, Cole, S and Rocamora, A. (2025) Fashion Media Past and Present. Bloomsbury.

Blakeman, R. (2023) Integrated Marketing Communication: creative strategy from idea to implementation. Rowman & Littlefield.

Ch Lok, J. (2022) Introduction to Marketing Communication Strategy. Notion Press.

Egan, J. (2023) Marketing Communications, 4th edition. Sage.

Fill, Chris; Turnbull, S. (2019) Marketing Communications: Touchpoints, Sharing and Disruption. 8th edition.

Glenister, G. (2024) Influencer marketing strategy: how to create successful influencer marketing. Kogan Page.

Hooley, G., Nicoulaud, B. and Piercy, N. (2020) Marketing strategy and competitive positioning. 7th edition. Harlow.

Huggard, E & Cope, J. (2020) Communicating Fashion Brands: Theoretical and Practical Perspectives. Routledge.

Kapferer, J. N., & Bastien, V. (2012). The luxury strategy: Break the rules of marketing to build luxury brands. Kogan page publishers.

Lascity, M. (2021) Communicating Fashion: Clothing, Culture and Media. Bloomsbury.

Logan, R. (2016) Understanding New Media: Extending Marshall McLuhan: 2nd edition. Routledge.

Mink Rath, P., Petrizzi, R. and Gill, P. (2012) Marketing fashion: a global perspective. New York: Fairchild Books

Mitterfellner, O. (2024) Fashion Marketing and Communications: Theory and Practice Across the Fashion Industry.

Posner, H. (2024) Marketing Fashion: Strategy, Branding and Promotion. Laurence King.

Smith, P and Zook, Z. (2019) Marketing Communications: integrating online and offline, customer engagement and digital technologies. 8th edition. Kogan Page.

Vaynerchuk, G. (2013) Jab, Jab, Jab, Right Hook: how to tell your story in a noisy social world.

Relevant Academic Journals

Journal of Marketing
International Marketing Review
Journal of Global Fashion Marketing
Journal of Fashion Marketing and Management
International Journal of Research in Marketing
International Journal of Management Cases

Relevant Web/Database sources

Bloomsbury Fashion Central <https://www.bloomsburyfashioncentral.com/>
Business Insights Global
<https://link.gale.com/apps/menu?userGroupName=regents&prodId=MENU&aty=shibboleth>
Common Objective <https://www.commonobjective.co/>
Drapers online <https://www.drapersonline.com/>
Euromonitor <https://www.portal.euromonitor.com/>
Fashion Monitor <https://www.fashionmonitor.com/home>
Ibis World <https://services.ibisworld.com/>
Sage <https://methods.sagepub.com/>
Statista <https://www.statista.com/homepage>
The Business of Fashion: www.businessoffashion.com
The Economist <https://www.economist.com/>
The Financial Times: <https://www.ft.com/luxury-goods>
WARC <https://www.warc.com/>
WGSN <https://www.wgsn.com/en>